



MISSOURI BACK-TO-SCHOOL

**TAX FREE
WEEKEND**

**IS FRIDAY, AUG. 4 THROUGH
SUNDAY, AUG. 6**

PLANNED SPENDING & BUYING

SCHOOLS

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$6.5 BILLION	96%
CLOTHING	\$12 BILLION	95%
SHOES	\$8 BILLION	94%
ELECTRONICS	\$15 BILLION	69%

COLLEGE

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$6.5 BILLION	92%
CLOTHING	\$12.5 BILLION	86%
PERSONAL CARE	\$7.9 BILLION	86%
SHOES	\$7.8 BILLION	81%
FOOD	\$10.4 BILLION	81%
ELECTRONICS	\$23.2 BILLION	68%
BRANDED GEAR	\$5.4 BILLION	64%
FURNISHINGS	\$13.1 BILLION	61%
GIFT CARDS	\$7.2 BILLION	51%

U.S. BACK TO SCHOOL SPENDING



\$890

AVERAGE HOUSEHOLD EXPECTED
SPENDING ON BACK TO SCHOOL
SHOPPING FOR GRADES K-12.



\$41.5 BILLION

PLANNED SPENDING ON BACK TO
SCHOOL SHOPPING FOR GRADES K-12.



\$1,367

AVERAGE HOUSEHOLD EXPECTED
SPENDING ON BACK TO SCHOOL
SHOPPING FOR COLLEGE.



\$94 BILLION

PLANNED SPENDING ON BACK TO
SCHOOL SHOPPING FOR COLLEGE.

THE NUMBER OF
MISSOURI ELECTRONIC
STORES AND APPLIANCES
STORES WITH A WEEKLY
WAGE OF \$1,025 AND AN AVERAGE EMPLOYMENT
OF 6,860 FOR THE 2ND QUARTER OF 2022 QCEW.

682



"THE BACK-TO-CLASS SHOPPING IS ONE OF THE MOST
IMPORTANT CONSUMER SHOPPING OCCASIONS OF THE
YEAR. OUR RESEARCH FOR 2023 SHOWS AMERICAN
CONSUMERS ARE EAGER TO JUMPSTART THEIR
BACK-TO-SCHOOL AND COLLEGE PURCHASES EARLY."

—MATTHEW SHAY,
NRF PRESIDENT AND CEO

